

Toyota Fuel Cell Vehicle and Lexus Line Up Ready For Celebrity Close Up

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TORRANCE, Calif. (Oct. 16, 2014) – On the green carpet, automotive history will be made. Toyota and Lexus are again presenting sponsors at the 24th annual Environmental Media Awards on Oct. 18, at which one bidder will win the Toyota Fuel Cell Vehicle (FCV). Toyota is the first major auto manufacturer to give away a fuel cell vehicle to an individual owner.

Hosted by the Environmental Media Association (EMA), the awards honor individuals within the entertainment industry for efforts to promote environmental messages. This is Lexus and Toyota's 14th year as the award's presenting sponsors, and the first time celebrities will rub shoulders with the zero-emission hydrogen vehicle on the West Coast. The FCV will go on sale in California in late 2015.

"Toyota and Lexus are proud to support the broad, positive environmental influence these individuals have through their work," said Bob Carter, senior vice president, automotive operations, Toyota Motor Sales, U.S.A., Inc. "The influencers at the EMA awards lead not only Hollywood's conversations about environmental issues, but the country's, and we're looking forward to starting the fuel cell conversation."

Also featured at the ceremony will be the newest member of the Lexus hybrid line up, the NX 300h, as well as the crowd favorite ES 300h. The all-new 2015 NX 300h pairs athletic styling with agile driving dynamics for a crossover that drives as well as it looks. The highly capable NX 300h offers a utility-focused alternative to a sport sedan with a versatile cargo area. The ES 300h sedan is one of the most fuel-efficient luxury sedans in its segment with a modern and progressive interior that features 40 inches of rear seat legroom.

Hosted by actor, director and environmentalist Ed Begley Jr., the event will bring together industry insiders who bring environmental issues to the forefront of television and film. The 2014 honorees include Daniel Abbasi, Joel Bach, James Cameron, David Gelber, Arnold Schwarzenegger, Jerry Weintraub and Maria Wilhelm who served as executive producers for Showtime's "Years Of Living Dangerously." Award categories recognize feature films, documentaries and TV episodes, as well as individuals. Toyota Motor Sales, USA, Inc. is a member of the EMA Corporate Board.

California residents have the opportunity to purchase tickets for the Fuel Cell Vehicle auction by visiting www.biddingforgood.com. Each ticket costs \$100 or \$500 for six, and the winner will be announced during the event. Proceeds will benefit EMA programs. More information about the FCV is available at www.toyota.com/fuelcell.

The Environmental Media Association, organizer and host of the awards, is a nonprofit founded by Cindy and Alan Horn and Lyn and Norman Lear in 1989. EMA's mission is to mobilize the entertainment industry in educating people about environmental issues.

For more information on Toyota and Lexus environmental initiatives, please visit www.toyota.com/about/environment. The Environmental Media Awards will be livestreamed at www.facebook.com/EMAOnline and www.ema-online.org.

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